

dissatisfying, the intending purchaser can press the retry button to return to the step of inputting a desired order quantity (Steps A18 and A19). If the estimated price is satisfying, the intending purchaser presses the determine
5 button, whereby the ordering means 12 sends a notice of order confirmation to the order-receiving center terminal 20 (Step A20).

Upon receiving the notice of order confirmation from the buyer terminal 10, the order accepting means 23 of the
10 order-receiving center terminal 20 registers the order information containing data of the confirmed order information in the order information memory 284, and informs the product supplier terminal 30 about the order acceptance (Step A21 and A22). Upon receiving the notice of order
15 confirmation from the buyer terminal 10, the delivery-date-basis base price determining means 22 revises the base price of Product A for the delivery date (June, 5th) in the delivery-date-basis base price menu to the estimated price determined in Step A16 (Step A23).

20 At the time of update (e.g., a predetermined time on a predetermined day of week), the delivery-date-basis base price determining means 22 updates the delivery-date-basis base price menu for each product and sends the updated delivery-date-basis base price menu to the product supplier
25 terminal (Step A24). The product supplier terminal 30 receives the updated delivery-date-basis base price menu (Step A25).

The operation in Step A24 will be described in detail. Here, one of the delivery-date-basis base price menu registered in the delivery-date-basis base price menu memory 284, the delivery-date-basis base price menu for Product A including three delivery dates Y1, Y2 and Y3, is considered. The delivery-date-basis base price determining means 22 first obtains periods y1, y2 and y3 from the present time point Y0 to the respective delivery dates Y1, Y2 and Y3. Then, discount rates corresponding to the respective periods y1, y2 and y3 are acquired from the period-based discount section in the price scheme for Product A stored in the price scheme memory 282. Here, the discount rates corresponding to the periods y1, y2 and y3 are, for example, 0%, $\beta 1\%$ and $\beta 2\%$, respectively. Referring to the order information memory 285, the total order quantities T1, T2 and T3 for Product A for the respective delivery dates Y1, Y2 and Y3 are obtained, and discount rates for the respective total order quantities T1, T2 and T3 are acquired from the quantity-based discount section in the price scheme for Product A. Here, the discount rates corresponding to the total order quantities T1, T2 and T3 are, for example, 0%, $\alpha 1\%$ and $\alpha 2\%$, respectively. The base prices k1, k2 and k3 for the respective delivery dates Y1, Y2 and Y3 are determined by the following equations (5) to (7) based on the standard selling price H of Product A and the discount rates acquired from the price scheme.

$$K1 = H \times (1 - 0/100) \times (1 - 0/100) \dots (5)$$

$$K2 = H \times (1 - \alpha 1/100) \times (1 - \beta 1/100) \dots (6)$$

$$K3 = H \times (1 - \alpha 2/100) \times (1 - \beta 2/100) \dots (7)$$

Then, the base prices for the respective delivery dates Y1, Y2 and Y3 existing in the delivery-date-basis base price menu for Product A are altered to the base prices k1, k2 and k3 calculated according to the above equations (5) to (7). Then, the same operation is carried out for the next delivery-date-basis base price menu. The above-described operation is repeated for every delivery-date-basis base price menu. In this manner, the operation in Step 24 is carried out.

- 10 When a new intending purchaser desires to purchase this product for the same delivery date, the altered delivery-date-basis base price is applied. Figure 9 is an image of a delivery-date-basis base price menu displayed on the buyer terminal 10 after the new purchaser has gone through Steps A10 to A15. The prices for the respective delivery dates have been updated according to the elapsed time, and the price for the above delivery date (June, 5th) that has been ordered reflects the price alteration. Thus, an intending purchaser can compare the prices and the delivery dates to select a desirable delivery date.

At a predetermined timing (e.g., a predetermined time of a day), the final price determining means 25 determines a final selling price for a product whose order has been closed (Step A26).

- 25 In Step A26, the following operation is carried out. First, one of the schedule information for products registered in the schedule information memory 283, for example, schedule information of Product A, is observed to